



# Minutes

## Pagosa Springs Town Tourism Committee

Tuesday, March 26<sup>th</sup>, 2013

Quality Resort

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Larry Fisher, Bob Hart, Jon Johnson, Chirag Patel, Valerie Green, Stacy Boone, Jim Smith, Carla Shaw, Kimberley Siler Bradshaw

Absentees: Thad McKain

Non Voting Attendees; Jennifer Green, Mary Jo Coulehan

Please review: December Meeting Minutes, February Retreat Notes

Please bring: Agenda, Committee reports

1. Call to Order– meeting was called to order at 4pm
2. Determination Of Quorum (6)
3. Approval of Minutes – December
  - a. Jon Johnson motioned to approve December minutes, Stacy Boone seconded, all approved
4. Approval of 3–year Goals
  - a. Jon Johnson motioned to approve 3 year goals, Stacy Boone seconded, all approved
5. Chair Report – Bob
  - a. Election of 2013 Executive Committee

- i. Chair – Bob Hart was nominated as Chair; no other nominations were received. Valerie Green motioned to approve, Jim Smith seconded, motion carries
- ii. Vice-Chair – Chirag Patel was nominated as Vice Chair; no other nominations were received. Larry Fisher motioned to approve, Jim Smith seconded, motion carries
- iii. Secretary – Jim Smith was nominated; no other nominations were received. Chirag Patel motioned to approve, Jon Johnson seconded, motion carries
- iv. Treasurer – A few names were suggested; Jon Johnson was nominated after brief discussion. Jim Smith motioned to approve, Stacy Boone seconded, motion carries

b. Open At-large TTC Seat

- i. Jennie Green explained that a letter of interest from Bob Kudelski (owner, High Country Lodge & Cabins) had been received by email; due to miscommunication, Bob was not in attendance. Board asked to invite Bob to the next TTC Meeting to consider nomination.

c. Update from Geothermal Greenhouse Project

- i. Kathy Keyes and Sally High presented an update on the Geothermal Greenhouse Partnership, their plans for domes and fundraising efforts. They have been selected as one of a few non-profits in the State to receive films from the Colorado Environmental Film Festival. They have scheduled a Pagosa Environmental Film Festival for July 25th and 26th, with films being screened at Liberty Theatre and Springs Resort pool.
- ii. Suggested TTC review Eden Project in UK to see example of successful project and potential for growth

6. Treasurers Report – Thad McKain

- a. Monthly Town Lodging Receipts report –2012 Year End and January 2013
  - i. January Lodging tax was up 11.89% over 2012; February should be up as well, four payments remain outstanding.
- b. Current finances

7. Subcommittee Reports

- a. Budget – Thad McKain

- i. No Update
- b. Fulfillment – Jim Smith
  - i. Jennie Green updated group that she would be meeting with website vendor in NYC to discuss a digital “magazine” that could be leveraged for online fulfillment; goal to use content management system to keep content consistent across all platforms
- c. Marketing – Chirag Patel
  - i. 2013 Media Placement Overview
    - 1. Media Placement plan was sent to Board prior to meeting; Jennie Green highlighted key elements, including over 9.3 million impressions for approximately \$77,000 of the \$150,000 budgeted; TTC Director is now focused on implementing media plan
- d. Events & Events Infrastructure – Jim Smith
  - i. Approval of New 2013 Event Funding Allocations
    - 1. Based on feedback from the Events Subcommittee meeting, the Pagosa Disc Golf Club provided a new estimate to complete Cloman disc golf course and complete signage for both Reservoir Hill and Cloman. They have also designed a new brochure that includes both course maps and score sheet. They received a quote of \$242.50 for a run of 500 in a glossy card stock.
    - 2. The new estimate included costs for ALT box signage. Further explanation on ALT box signage, and its importance (it adds \$1800 to overall estimate):
      - a. They formally double the size of the course (36 holes instead of 18) without purchasing more baskets (\$\$) and occupying more real estate.
      - b. They help people navigate the course more easily. Up on Reservoir Hill, the ALT boxes are kind-of a locals secret because if we properly constructed the boxes it would throw people off.
      - c. They are crucial for PDGA (Professional Disc Golf Association) tournament play as most tournaments are 18 unique holes (as opposed to playing the same 18 holes twice). Generally contestants will play 36

individual holes (in our case, the Standard and Alt's) then, for the final round in which the top contenders from each division "face-off", the directors will create an additional 18 holes that are a random combination of the two.

3. As an aside, the Professional Disc Golf Men's World Champ, Avery Jenkins, stopped by to play the Reservoir Hill course and loved it! Mat deGraaf talked to him about Pagosa hosting a "real" multi-day disc golf tournament and he said he would help out however he could. They also received some great feedback from Avery on ways to polish the Reservoir Hill course in preparation for a PDGA tournament (which included formal signage for ALL tee-boxes) that we will also employ in our construction of the Cloman course.
  4. A total investment of \$5,500 would complete both courses to allow for larger tournaments, improve signage significantly and also provide 1000 brochures with course maps and score sheets.
    - a. Group asked for additional quotes for brochures, as they felt quote received was high; group is willing to fund brochures, but will wait until additional quotes have been received
  5. Mary Jo Coulehan indicated that this was a potentially slippery slope for TTC to fund infrastructure
    - a. Jennie Green explained that the TTC Board made a decision to begin funding infrastructure that will enable additional events to be held; Director explained that the Disc Golf request fit the TTC criteria
  6. Chirag Patel motioned to approve \$4,960 for Reservoir Hill and Cloman Park disc golf course completion and signage; Jim Smith seconded, all approved
- e. Special Projects – Jim Smith
- i. No update
- f. Wayfinding and Signage – Jon Johnson
- i. A public input session will be held in the next month to review the conceptual plans for a permanent structure at the River Overlook;

following public input session, design work will begin, followed by more public input

- ii. Two site visits for Gateway signs have been conducted to review project; survey is being completed for West gateway sign prior to ordering sign cabinets

g. Visitor Center subcommittee – Carla Shaw

i. Update on Information Kiosks

- 1. Carla Shaw presented overview of information kiosks, flat screen monitors, etc that can be placed in heavy traffic areas around town to provide additional visitor information
- 2. Jennie will check out NYC visitor information kiosks, visitor center (modeled after Apple stores) during upcoming trip to NYC
- 3. Meeting will be scheduled for demo in April
- 4. Mary Jo Coulehan will get Carla other kiosk information that has already been researched

ii. Visitors Center report – Mary Jo Coulehan

- 1. February visitor center traffic was down 150 visitors; 2012 numbers included west side visitor center

h. Tourism Ambassador Program – Stacy Boone

- i. No update
- ii. Mary Jo Coulehan requested a list of past volunteers so that the Visitor Center can look into potential outside coverage.

i. Holiday Subcommittee – Kimberley Siler Bradshaw

- i. Jennie Green explained that the Community Center has offered to move Celebrate America to Yamaguchi on 4th of July to provide concert prior to fireworks; Community Center will use the event as a fundraiser; Jennie Green will work with Community Center staff on event, as needed

8. TTC Director Report – Jennie

- a. Report had been covered in subcommittee reports during meeting; Board did not have additional questions
- b. Jennie reiterated need for photos to assist in social efforts

9. Old Business

10.New Business

- a. Public Comment
- b. Any other new business to come before the Committee
  - i. Mary Jo Coulehan indicated Bicycle Tour of Colorado had contacted her about including Pagosa Springs as an overnight stop during their 2014 Tour

11.Adjournment

- a. Jon Johnson motioned to adjourn at 5:40pm; Valerie Green seconded, all approved